

Town Hall II Summary Report

June 21, 2003
Public Meeting Results



*It's Your Future,
So Get Involved*

Chula Vista Vision 2020



General Plan Update

August 2003





**CITY OF CHULA VISTA GENERAL PLAN UPDATE
TOWN HALL II
COMMUNITY INPUT MEETING RESULTS**

**Saturday, June 21, 2003
Bonita Vista High School**

***SUMMARY REPORT
August 2003***

Published by
City of Chula Vista
Planning and Building Department

It's Your Future, So Get Involved



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INTRODUCTION

Chula Vista is updating its General Plan, the City's long-term strategy to address community planning issues and future growth and development. The General Plan Update looks ahead approximately 20 years at future growth and development, evaluates its effects and identifies ways to maintain and enhance the overall quality of life. Public outreach and input are central to this effort, and a four-phase program is under way to involve the public in the General Plan Update process.

Phase I (April October 2002)

A Community Festival held in April 2002 kicked off Phase I of the public outreach program, and included an initial Town Hall discussion on planning issues. Following this meeting, the City conducted a "Visioneering Program" that engaged citizen volunteers to assist in gathering public input about the community's likes, dislikes and hopes and fears for the future. This phase of the program generated over 4,000 public comments relating to the General Plan, and culminated with establishment of four citizens advisory committees, including a General Plan Update Steering Committee, and subcommittees for Economic Development; Environment, Open Space and Sustainable Development; and Infrastructure and Services.

Phase II (November 2002 August 2003)

Phase II of the program addressed planning issues, and vision and goals. A Preliminary Issues Report was produced and reviewed by the citizens committees. Based upon these discussions, the Steering Committee synthesized the resulting information into a Draft Vision and Goals Report. Through the public outreach process, seven major General Plan Update themes were identified:

- 1) Strong Community Character & Image
- 2) Healthy & Sustainable Economy
- 3) Strong & Safe Neighborhoods
- 4) Improved Mobility
- 5) Healthy & Sustainable Environment
- 6) High Quality Community Services
- 7) Effective Growth Management & Plan Implementation

Phase III (June November 2003)

A second Town Hall meeting launched Phase III of the program to begin the process of drafting plan alternatives and developing policies, and is the subject of this report. Community meetings will be a key part of Phase III, leading to a third Town Hall meeting in November.



Phase IV (November 2003 June 2004)

Phase IV will consist of preparing the General Plan document, holding public hearings and adopting the plan.

TOWN HALL II PUBLIC MEETING

On Saturday, June 21, 2003, the City of Chula Vista held a Town Hall public meeting at the Bonita Vista High School Gymnasium from 9:00 a.m. to 1:00 p.m.

The primary purpose of this Town Hall Meeting was to begin the process of preparing and evaluating preliminary concepts that would be the focus of further study. To that end, the meeting provided:

An orientation on the City's General Plan Update, including key issues, the draft Vision and Goals Report, and major citywide planning framework considerations, such as the Economic Development Strategy and the Transit First Program.

An opportunity to review a range of initial proposed land use and transportation concepts within various "Planning Opportunity Areas," and to register preferences on these concepts and to suggest other concepts.

An understanding of the next steps in the process and how to stay informed and involved.

Public input at the Town Hall meeting was encouraged through two primary means:

An exercise where participants could express which proposed General Plan Update goals they felt were most important. An opportunity for making additional comments was also furnished.

Completion of Community Feedback Forms for potential land use and transportation concepts in different geographic areas of the City, as well as for some citywide and regional concepts and plans. Respondents were asked to indicate whether they liked, disliked or had no opinion about these concepts, and were also provided an opportunity to furnish additional written comments.

Responses tabulated through these efforts are included in appendices to this report, and results are summarized in the following sections.



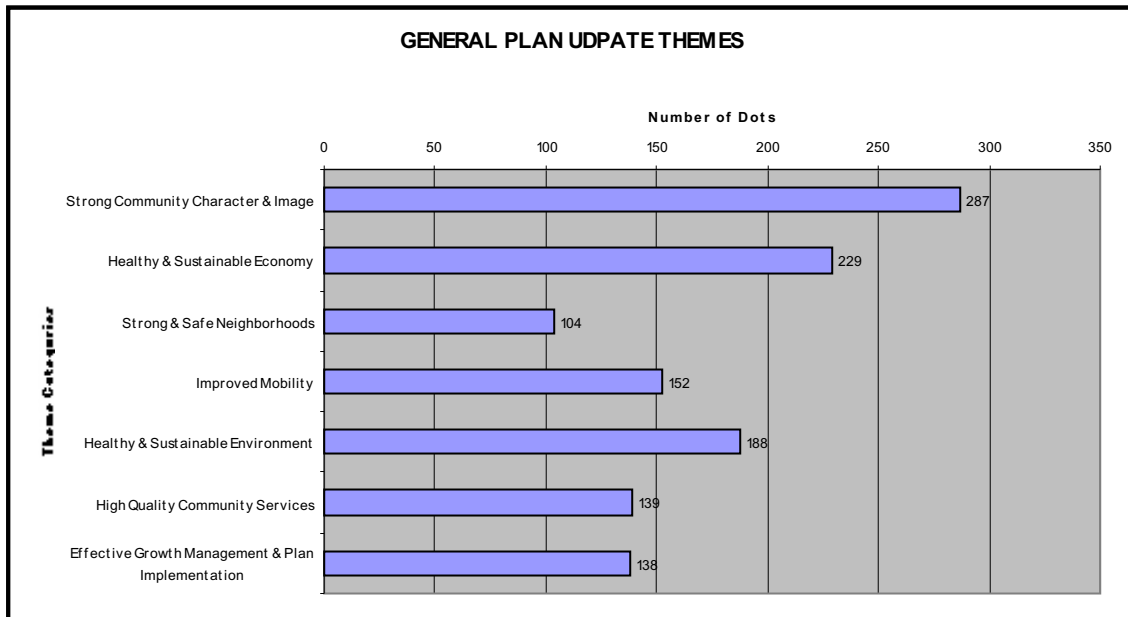
DRAFT VISION AND GOALS EXERCISE

Draft General Plan Update Goals were displayed on seven boards at one of the Town Hall meeting stations, with each board containing the proposed goals for one of the seven major themes defined through the initial public outreach program and the efforts of the citizens committees. A total of 64 goals were identified under these themes. Participants were asked to place the 12 dots that were allocated per person next to the goals that were most important to them.

In all, over 1,200 dots were placed on the theme boards, indicating that about 100 individuals participated in the exercise. In addition, participants were provided post-it notes to register additional written comments responding to the draft vision and goals.

The table in Appendix “A” lists the draft goals by theme, the number of dots that were posted for each goal and for each theme, as well as the other written comments that were received.

The figure below illustrates the distribution of dots among the seven major themes.



While Theme A, “Strong Community Character and Image,” received the most dots, which is consistent with results of previous public outreach efforts, all of the themes received at least 8% of the dots, and none received as much as 25%.



The “top 10” goals (based upon receiving the most dots, with a tie for No. 10) are listed below. These goal statements are labeled as they appear in Appendix “A” (with the number of dots received for the respective goals shown in parentheses).

- 1) E3. Preserve and enhance the City's natural resources, including the Bayfront, by incorporation into an expanded open space system, recognizing that open space, habitats and corridors are critical to the integrity of the system and the sustainability of these natural resources. (114)
- 2) A6. Protect and preserve the City's important historic resources through a comprehensive approach to historic preservation. (68)
- 3) A8. Define the City's form and character through preservation of natural landforms, habitats and historic resources, including the Chula Vista Greenbelt, which serves as a border for the City. (61)
- 4) B7. Support small and mid-sized businesses that are economically and environmentally sustainable, and neighborhood based. (57)
- 5) C1. Revitalize deteriorating neighborhoods and maintain and enhance the quality of stable neighborhoods. (45)
- 6) B4. Plan and develop the Third Avenue corridor between E and H Street to strengthen its position as the City's business, cultural and entertainment hub. (43)
- 7) A1. Support academic excellence throughout the city at all levels, including attracting a major four-year college or university, and encouraging expansion of Southwestern College. (41)
- 8) E1. Balance the City's future demands for water in relation to planned water supply, and minimize the impacts of growth and development on water resources and water quality. (40)
- 9) G5. Implement and regulate development in ways that will protect the significant natural environment and create high quality urban environments for living and working. (37)
- 10) A3. Establish a landmark park or public space as a point of common identity serving the entire City as a central gathering place. (36)
D11. Provide convenient, affordable and efficient alternatives to the automobile to reduce the impact of growth on the road system. (36)



COMMUNITY FEEDBACK FORMS

A total of 57 completed response forms were received. The tabulated results are presented in Appendix “B”. The response forms were designed to work in concert with four informational stations covering three broad geographic areas of the City Southwest, East/Otay Ranch, Northwest plus one for citywide and regional concepts and plans. The stations displayed maps, photographs and other information. Small group presentations were made at each station to introduce the planning concepts considered.

Each of the larger geographic areas included smaller geographic sub-areas, with one or more concepts presented for each sub-area. The “Downtown District (NW-1)” and the “H Street Corridor (NW-3)” sub-areas were, for instance, among those grouped in the Northwest planning area. A composite map shows all of the sub-areas, identified as “planning opportunity areas” (*see the map following page 19*). These areas were identified based upon such factors as transportation corridors and links, pending plans and development proposals, and the potential for change. The citywide and regional concepts and plans were organized by major topics, including transportation, open space, and land use. Significant General Plan changes are less likely to be proposed in many stable areas of the city located outside of the planning opportunity areas.

Town Hall participants were asked to indicate on the community response form whether they liked (shown in the Appendix “B” summary table in the “+” column), disliked (shown in the “-” column) or had no opinion (shown in the “0” column) about the planning concepts presented, and were also provided an opportunity to furnish additional written comments. The purpose of this exercise was to help identify what should be further studied.

Responses received are summarized below by geographic area and topic. The summary attempts to characterize the overall flavor and prevailing direction of feedback received. Appendix “B” provides a more detailed and comprehensive compilation of the responses.

SOUTHWEST PLANNING AREA

SW-1: South Third Avenue Corridor

Concept A: Retail Commercial Corridor with Town Center

Concept B: Mixed Use Street with Town Center

Concept C: Residential Corridor with Town Center

Respondents slightly favored Concept B, which encourages mixed use residential with commercial, over Concept A, which stresses a commercial corridor along Third Avenue.



Providing a town center between Naples Street and Palomar Street was supported with each of the concepts.

Concerns were expressed with the number of strip commercial centers.

Respondents expressed a desire for beautification of the San Diego Country Club frontage along Third Avenue and Moss Street.

Improved commercial development between L Street and Moss Street was expressed as a desire.

Increased transit centers along Third Avenue were expressed as important.

Landscape unification along Third Avenue was cited as a desirable feature.

The provision of an additional park in this area was expressed as important.

SW-2: West Fairfield Area

Concept A: Regional Commercial Development

Concept B: Mixed Use Commercial / Industrial / Residential

Concept C: Employment Center

Concept D: Education Center

Respondents slightly favored Concept D, which encourages an educational campus, over Concept C, which includes a business park with low-rise light industrial and office uses.

Very little support was expressed for either Concept A or B, which included regional commercial and mixed use commercial, industrial and residential.

Written responses favored the construction of an additional high school in this area to relieve overcrowding at Chula Vista and Castle Park High Schools.

Improved pedestrian connections over Interstate 5 were encouraged.

Educational uses encouraged included public schools and trade schools.

SW-3: Palomar Street Transit Focus Area

Concept A: Mixed Use Commercial/Residential

Respondents strongly supported the only concept presented, which encouraged mixed use commercial and residential near the trolley station.

Respondents identified the need to resolve traffic circulation concerns on Palomar Street.

Respondents encouraged improving the pedestrian flow and experience.



SW-4: Main Street Corridor

Concept A: Light Industrial Corridor

Concept B: Light Industrial with Commercial Corridor

Respondents strongly supported Concept A, which encourages the continuation of Main Street as an industrial corridor, over Concept B with the introduction of commercial uses, although both concepts were viewed positively.

Key features also encouraged by respondents included an improved interface with the Otay Valley Regional Park, including development of a community park, and the encouragement of transit-oriented development around future transit stations on Main Street.

Comments received from respondents supported the retention of smaller business opportunities and the support of existing businesses.

SW-5: South Broadway Corridor

Concept A: Automotive Commercial

Concept B: Automotive Commercial with Mixed Use Commercial/Residential

Respondents slightly favored Concept B, which encourages mixed use commercial and residential land uses with focused automotive uses, over Concept A, with strictly automotive commercial.

The introduction of additional multi-family residential units on Broadway should not be encouraged unless adequate parks and schools are in place.

SW-6: Main Street Area East of I-805

Concept A: Commercial

Respondents were generally supportive of a mixed use center, including shopping, offices and transit at this location; however, the provision of just a shopping center was less supportable.

Support commercial for the amphitheater and water park was identified as a positive.

Commercial was identified as supportable, but not as a strip center.

EAST/OTAY RANCH PLANNING AREA

OR-1: Village Two-West and Sunbow Business Park

Concept A: Single-Family Residential

Concept B: Single-Family/Business Park

Concept C: Business Park



There was little support and mostly opposition to the all single-family housing concept for this area.

The combination of business park in a 1,000-foot landfill buffer and single-family outside buffer in Concept B received general support.

Concept C for a business park on the entire OR-1 Otay Ranch and Sunbow sites received mixed support and opposition.

Other comments included:

Concerns about health and safety issues of developing single-family homes in the landfill buffer, and the need more study.

General comments in opposition to housing near the landfill until infrastructure could support it, and to consider park land.

Concerns were expressed over the marketability of homes adjacent to the landfill and the need for RV/boat storage.

The business park should have express busses to trolley, and industrial uses should focus on mining and recycling.

OR-2: Village Two Central Portion

Concept A: Higher Intensity Village Center

Concept B: Lower Intensity Village Center

Concept C: All Single-Family Neighborhoods

Concept A received generally equal votes for support, neutral, and opposition to the high intensity Village Center with mixed use over ground floor commercial, multi-family low rise, single-family small lot, single-family residential in the landfill buffer.

A majority of voters supported the lower intensity Village Center in Concept B with low rise multi-family over ground floor commercial, less intensive multi-family, and single-family mix of smaller to larger lots.

The majority opposed Concept C with all single-family homes and no village center, and the landfill buffer change from industrial to residential.

Other comments included:

The need for a balance and variety of housing between single-family homes, apartments and townhouses.

Concerns were expressed that the single-family homeowners would be “trapped” in the canyons and have to exit through high-density areas to get out of the village.

Concerns were also raised that residential uses were not appropriate near the landfill.



Support was expressed for the row home concept, the need for a gathering place for residents, and for trees in the buffer between homes and landfill.

Park land was also suggested, and that residents could benefit from the village center to reduce travel distances.

OR-3: Village Two Town Center

Concept A: Town Center

While this was the only concept proposed for this planning area, there was overwhelming support for the transit-oriented development with a supermarket as anchor of town center. The concept includes mixed-use four story buildings with multi-family over ground floor commercial, a park-and-ride at transit station, low to mid-rise multi-family outside the mixed use area, and OR-2 & OR-3 areas connected by a “Main Street.”

Other comments included:

Support was expressed for “Green Car” shuttle transit service from within the village to the transit station.

Supermarkets and retail should be in OR-1 to avoid traffic conflicts with high school.

Additional comments indicated the concept was soundly thought out and to consider additional density to support transit.

Chula Vista is a bargain when compared to the other areas, and the City could attract “high gloss” firms with quality high-rise development.

OR-4: Village Four Community Park

Concept A: Community Park with Sports Facilities

There was overwhelming support for a large, centrally located community park with a sports complex in Village Four to serve several villages.

Other comments included:

Concern that each area needs a park (even if smaller) and that use by general public be provided.

Facilities to support large-scale softball tournaments were mentioned as a potential benefit to the City.

Such a park and sports facilities are greatly needed, and especially a pool.

Support was expressed for a community park near the Chula Vista marina, partnering with OTC for Olympic-size pool, and with Southwestern College.

Water conservation measures were needed in the park.



A comment was received that indicated the community park should be in Village Two and a village or town center planned for Village Four.

OR-5: Bird Ranch Area

Concept A: Mixed Use Development

Concept B: Commercial Recreation

Concept C: Business Park

Concept A received mixed reactions, with more support for visitor-serving mixed use commercial with hotel, retail and office, and more opposition to multi-family housing.

There was mixed support and opposition for commercial recreation in Concept B, including a Golf Course, soccer fields, white water park, and other similar commercial recreation uses, with soccer fields receiving the most support.

The majority opposed Concept C, which would provide office and light industry in a business park setting.

Other comments included:

Strong concerns were expressed on intrusion of Concept A into the Greenbelt (Otay Ranch Preserve and Otay Valley Regional Park) and that housing should be located farther to the north.

Support was expressed for a mix of Concepts A and B with RV parking,

A preference that hotel and retail be located on Main Street at I-805.

Some thought the mixed use was appropriate next to the amphitheater and water park.

Vast majority supported park facilities that balanced the general public needs with sport leagues

A sufficient water supply is needed to support Concept C.

Comments also focused on avoiding infringement on MSCP habitat areas, staying out of Otay Valley, and saving the greenbelt.

Jobs should preferably be of high quality for local residents.

Other locations were favored a business park.

Some wondered where Bird Ranch was.

OR-6: Village Eight

Concept A: High Intensity Village Center

Concept B: Low Intensity Village Center

Concept C: Regional Technology Park

There was general support for Concept A, with transit-oriented development anchored by a supermarket in a town center with mixed-use



four story buildings, with multi-family over ground floor commercial, mid-rise multi-family within 1/4-mile of transit station, low-rise multi-family beyond transit station, and small lot single-family outside village center.

While there was general support for the village center, support was more limited and mixed with opposition for the less intense, low-rise multi-family within 1/4-mile of transit station and mix of small to large lot single-family outside the village core as described in Concept B.

There was substantial support for Concept C, with a Regional Technology Park (RTP) employment center served by transit. The concept of a smaller RTP and mixed use complex of retail and residential received slightly less support.

Other comments included:

The village center could be like UTC, but more pedestrian-friendly.

Concerns were expressed about streets and schools being able to support high density residential.

Cluster uses to provide more open space.

The RTP was favored in concert with a university, should be close to SR-125, and have “biotech,” “envirotech,” and “cybertech” firms.

OR-7: Village Nine

Concept A: Higher Intensity Town Center

Concept B: Lower Intensity Town Center and University Site

Concept C: University and Regional Technology Park

There was general support for Concept A, with a significant office complex next to SR-125, mixed use office and multi-family over ground floor commercial, a transit station, a supermarket anchor, mid-rise multi-family, and single-family homes adjacent to Otay River Valley.

There was similar general support for Concept B, with a lower intensity town center, and substantial support for the southern portion of the area retaining a University site designation.

Concept C received overwhelming support (largest number of votes on any “OR” concept) with southern portion of area designated as a University site, and with northern portion as Regional Technology Park.

Other comments included:

High-density housing will be needed for the university, as well as affordable housing, transit and amenities.

Concerns were expressed regarding infringement on current University designated land.



Preservation of University designation with high tech was seen as the best option and number one choice of several respondents.

The need for affordable housing, transit and other amenities with university was also expressed.

The City should be patient the university will come some day.

NORTHWEST PLANNING AREA

NW-1: Downtown District

Concept A: South County Commerce Center Regional Business and Office Center

Concept B: South County Commerce Center Regional Retail and Entertainment Center

Concept C: Traditional Town Center

Overall, respondents slightly favored Concept B, which encourages a regional shopping and entertainment district in the area and allows new low-rise and mid-rise housing and mid-rise office buildings.

Mixed use commercial on ground floor with office and housing on upper floors was also supported.

A majority also favored a cultural and performing arts district in the area.

Reservation over traffic and sustainability of a regional retail center (large department stores) and its impact on existing stores at the Chula Vista Center was expressed.

Many written comments encouraged preserving the existing character of Third Avenue from "E" Street to "H" Street and capitalizing on Chula Vista's heritage.

Respondents were split in their support/opposition to the idea of a regional center for corporate offices and civic facilities and for mid- to high-rise offices and support shops.

A majority opposed the concept of urban (mid-to high-rise) housing near the offices.

NW-2: "E" Street Corridor (I-5 to Broadway)

Concept A: Mixed Use at Transit Station with Visitor-Oriented Commercial Corridor

Concept B: Mixed Use at Transit Station with Neighborhood-Oriented Commercial Corridor

Slightly more respondents preferred Concept A to Concept B.

Respondents were generally favorable to the concepts of no new housing on "E" Street, west of Broadway; except, they were favorable to mid-rise buildings (including residential buildings) within 1/4-mile radius of the



trolley station. This promotes an area where residents can live and shop near public transit.

Written comments ranged from encouraging no density on the Bayfront (for housing or hotels), to stating that this is the prime Chula Vista location to develop more high-density housing, close to transportation and jobs.

Preservation of views was encouraged, including making the area a gateway entrance to the City.

Respondents expressed a need for school and park facilities (this may be applicable to all of western Chula Vista).

NW-3: “H” Street Corridor (I-5 to 3rd Avenue)

Concept A: Retail and Office Commercial Corridor

Concept B: Mixed Use Corridor with Town Center

Slightly more respondents favored Concept B, which calls for mid-rise to high-rise buildings at key locations, close to existing and future transit stations.

Respondents were split on their opinion as to whether there should be high-intensity development in the 3rd and “H” Street area with a reduction in densities toward the west. Some felt it should be high-density throughout the entire area and others felt the area should maintain the traditional, low-density character of traditional Chula Vista development.

The majority favored making Chula Vista Center a regional center, but the respondents were split in their opinion as to whether to include office, housing and civic uses in its redevelopment.

A majority of the people favored an “H” Street/I-5 Transit Focus Area that would consist of low- to mid-rise, mixed-use development with ground floor shopping and upper floor office and residential space.

NW-4: North Broadway Corridor

Concept A: Visitor-Oriented Commercial (Old Highway 101 Theme)

Concept B: Automotive-Oriented Commercial with Mixed Use Commercial and Housing

A large majority of respondents preferred Concept A, which proposes low-intensity, visitor-serving commercial and general commercial development along the North Broadway corridor, in an “Old Highway 101” theme.

Support was also shown for possible mixed-use housing and businesses south of “H” Street and multi-family housing and neighborhood serving convenience shopping north of “E” Street.

Written comments included encouragement to connect this area to the Bayfront, concern regarding schools for future residents, and the type of commercial along Broadway.



NW-5: Residential Areas West of Broadway

Concept A: Low-Rise Residential and Mobile Home Parks

Concept B: Mix of Low-Rise and Mid-Rise Residential

The majority of respondents preferred Concept B for this area, which proposes residential neighborhoods with connected streets and a mix of housing types and intensities (primarily low-rise with some mid-rise structures). In this concept, some of the existing mobile home parks would continue, although most of the older ones would be converted to multi-family housing.

The majority of respondents favored extending Woodlawn Avenue to connect “E” and “H” Streets.

Written comments expressed concern for adequate schools and parks and for the loss of affordable housing (mobile homes).

Others encouraged the gradual conversion of mobile home parks and encouraged bike trails and pedestrian friendly development throughout the area.

NW-6: Third Avenue Corridor (“I” to “L” Street)

Concept A: Retail Commercial Corridor

Concept B: Retail Commercial with Focused Mixed Use Development

While the respondents were favorable to both concepts, more were in favor of Concept A.

Written comments expressed concern for adequate schools and parks and encouraged the continuation of an historic theme, better pedestrian access and improved landscaping.

NW-7: Lower Sweetwater (Note: This area was inadvertently omitted from the Community Feedback Form but a number of people provided written comments.)

The majority of people commenting favored keeping the Lower Sweetwater area as open space, while a few people were open to active recreation in the area.

Concern was expressed over noise and pollution impacts, lighting and lack of adequate access.

Additional comments included the need for more grass at the J Street marina area and the possibility of creating a “Balboa Park South” for Chula Vista.



CITYWIDE AND REGIONAL CONCEPTS AND PLANS

Transportation

I-5 and I-805 Corridor Improvements

Improving traffic flow in the I-5 and I-805 corridors and accommodating future transit system operations in these corridors were almost unanimously supported by those responding.

South Bay Transit First Plan

Providing convenient transit service connecting regional job and housing centers and improving transit service between local activity centers were also nearly unanimously supported by those responding.

Other transportation comments and ideas included recommendations to:

- Provide high occupancy vehicle (HOV) lanes.
- Provide park and ride facilities at transit stations that are well secured.
- Upgrade east/west transit connections, including between the H Street trolley station and Southwestern College, but avoid making H Street congestion worse.
- Encourage car pooling.
- Ensure project feasibility and cost effectiveness.
- Encourage walking and bicycling.

Open Space

Greenbelt Concept/Multiple Species Conservation Plan

Concepts presented for open space were supported by the vast majority of those responding. These included:

- Protect major open space corridors.
- Create a permanent urban boundary for the City of Chula Vista.
- Protect unique natural features and resources.
- Ensure long-term management of habitat areas.
- Connect public parks with the Greenbelt whenever possible.
- Provide a multi-use trail system.



Other comments regarding open space included:

Several comments supporting the Greenbelt concept and preserving open space and natural areas in concert with other agencies.

Protect and increase equestrian access.

A number of specific comments referenced open space in the Bayfront, Otay River Valley and at Otay Lakes.

Support for large parks and connecting trails.

Land Use

Schools and Parks

Support was almost unanimous for ensuring sites for schools and parks are designed and reserved in advance of need, and considering joint use of school and park facilities.

Some commented, however, that joint use of facilities doesn't always work as planned, and that this approach should not substitute for adequate park facilities.

A desire for smaller, neighborhood-oriented schools was expressed and public/private partnerships supported.

Community Gateways and Corridors

Creating attractive entrances to Chula Vista through well-designed entry signs, landscaping and street improvements was nearly unanimously supported by those responding.

Specific areas mentioned included Third Avenue and Fourth Avenue from SR-54 to Downtown Chula Vista and the Civic Center, E Street and H Street, and freeway edges.

Creating a view corridor linking the Downtown to the Bayfront with attractive sidewalks, landscaping and other features was also nearly unanimously supported by those responding.

Identifying unique communities in Chula Vista through distinctive signs and other features was supported by a majority of those responding, but with a concern expressed about creating divided communities.



“Landmark” Park

The concept of a new “urban” park that serves as a gathering place and focal point for the entire city was supported by a substantial majority of those responding.

Among possible locations, the Chula Vista Bayfront and Midbayfront were cited in a number of comments, while the option of the San Diego Country Club (if it ever becomes available) received little support, and its feasibility was questioned. Other potential locations identified included Otay Ranch Village Four, and the Otay Lakes area.

Other ideas included the notion of such a park serving as a buffer for preserve areas, and decking of a portion of I-5 that would incorporate a park use.

University Site

A substantial majority of those responding supported continuing to reserve a site in Otay Ranch for a major public or private university, continuing efforts to attract a prestigious university to the site, and ensuring development of adjoining properties will complement the future university.

Other comments regarding a university included:

Concern over traffic and the relationship of university to SR-125.

Take advantage of proximity to Mexican border and opportunity for partnership with Southwestern College.

Need for affordable housing for students.

Consider relationship of proposed Regional Technology Park.

Importance of timing, and preserving the site and preventing encroachment before a university is developed.

Regional Technology Park

A substantial majority of those responding supported the concept of creating a large-scale business park (150 to 200 acres) that would provide sites for technology-based firms to locate research and development and manufacturing facilities.

The response regarding possible locations was mixed. Numerous comments opposed a Bayfront location, while several supported Otay Ranch. EastLake, East Main Street, and Otay Mesa were also identified as potential sites.



Other comments regarding a Regional Technology Park included suggesting two sites of this size (150 to 200 acres), and ensuring stringent requirements are met for waste disposal and air and water quality.

Jobs/Housing Balance

The concepts of providing job opportunities at various income levels in locations that are convenient to transportation and providing housing types to meet the diverse needs of Chula Vistans were nearly unanimously supported by those responding.

Other comments regarding jobs/housing balance included the need for jobs to reduce commuting demands, the need for low and moderate income housing throughout the city, and the potential for higher density housing that is well-designed

Community Use of Utility Rights-of-Way

The concepts of considering opportunities for utility rights-of-way to be used for parks and public open space and providing a trail system to connect neighborhoods were almost unanimously supported by those responding.

Other comments on community use of utility rights-of-way included planting native plants, providing large park areas, especially in western Chula Vista, and concerns regarding EMF (electromagnetic frequency) exposure.

OTHER IDEAS

Comments recorded under other ideas included:

Need affordable housing for renters as well as owners.

Replace strip malls with retail hubs.

More public education is needed with in-depth explanations for individual areas, as people couldn't be in three places at once.

Importance of landscaping in community design and image enhancement.

Create historic districts and preserve heritage.

Address water supply and look at reclaimed water and desalination.

Accommodate future population growth with high density housing near commercial and transportation centers.

Use nature preserves and city park as an attraction with hotel and supporting uses nearby.

Ease and speed up the commute between east and west Chula Vista.



Recreation centers can serve as community hubs.

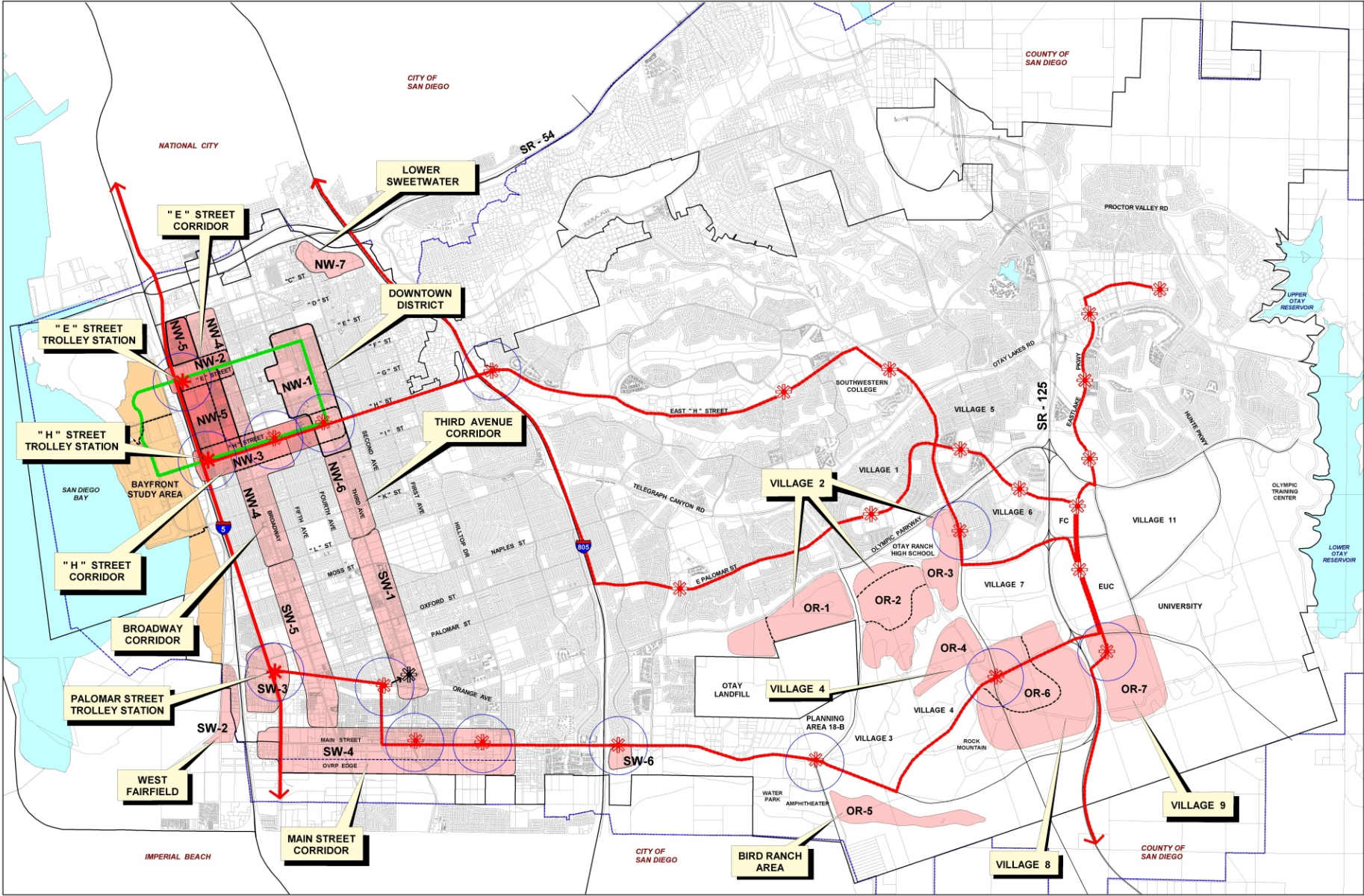
Address pressure growth is putting on existing park and recreation facilities and existing deficiencies.

NEXT STEPS

The next steps are to prepare preliminary land use and transportation alternatives that will be presented in community workshops to lay the groundwork for the next Town Hall meeting. The current schedule is to hold community workshops through the remainder of the summer, and the last citywide Town Hall meeting in the fall. Completion of the General Plan Update is scheduled for mid-2004.

For more information, call the General Plan phone line at (619) 409-5486, or visit the General Plan Update link at the City of Chula Vista web site: at www.chulavistaca.gov.

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Chula Vista Vision 2020



It's Your Future. So Get Involved.

GENERAL PLAN UPDATE

PLANNING OPPORTUNITY AREAS

LEGEND

- CONCEPT AREAS
- EXISTING TRANSIT STATION
- PROPOSED TRANSIT STATION
- EXISTING TRANSIT CORRIDOR
- PROPOSED TRANSIT CORRIDOR
- TRANSIT FOCUS AREA
- WATER FEATURES
- CITY BOUNDARY
- GENERAL PLAN BOUNDARY
- PROPOSED TRANSIT (SHUTTLE)
- BAYFRONT STUDY AREA
- PROPOSED TRANSIT STATION (ALTERNATE)



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GEOGRAPHIC INFORMATION SYSTEM
ADVANCE PLANNING SECTION

**CITY OF CHULA VISTA GENERAL PLAN UPDATE
TOWN HALL MEETING SUMMARY REPORT**

***APPENDIX A
DRAFT VISION AND GOALS EXERCISE RESULTS***

GENERAL PLAN UPDATE VISION & GOALS *Theme A – Strong Community Character and Image*

Goals	Dots	Additional Comments
A.1 Support academic excellence throughout the city at all levels, including attracting a major four-year college or university, and encouraging expansion of Southwestern College.	41	
A.2 Create a cultural & performing arts district in the downtown Third Ave area.	34	1. Also historical areas in other areas of the City.
A.3 Establish a landmark park or public space as a point of common identity serving the entire City as a central gathering place.	36	1. On the Bayfront we should have a spectacular landmark park that puts Chula Vista "on the map." 2. Park Financing? No new taxes and fees! 3. Establish a park for all citizens on the Bayfront. No residential on the Mid-Bayfront! Yes, a destination hotel on the Bayfront! But on Port property. 4. A Bayfront Park – All park – will make people want to come to Chula Vista. Right now nobody does. 5. At Bayfront
A.4 Create distinct gateways to the City from major north, south, and western entry points.	15	
A.5 Enhance connections between eastern and western Chula Vista to create and maintain a cohesive community.	16	1. Connections are important as are dovetailed uses to encourage various districts to appreciate each other's contributions to a quality city.
A.6 Protect and preserve the City's important historic resources through a comprehensive approach to historic preservation.	68	1. Protect historic districts as well as individual homes. (Plus 6 dots)
A.7 Accommodate a full diversity of housing options and types throughout the city.	16	
A.8 Define the City's form and character through preservation of natural landforms, habitats and historic resources, including the Chula Vista Greenbelt which serves as a border for the City.	61	1. Habitats include birds, animal and plants. Keep existing eco-systems in place. 2. Do not allow changes that alter or take away any of the Greenbelt. 3. Move Hanson Aggregates cement plant out of the Greenbelt. It's an eyesore and a source of pollution (crystalline silica) which is unhealthy for people & wildlife. 4. Install more public art – murals, fountains, sculpture. Support an art museum!
General comments		1. Have the Southwest area as the Chula Vista International Zone. Have an international house in park. 2. Regarding the mosaic of ethnic groups, capture the strength of our border community – diverse cultures, arts, businesses, restaurants.
Total	287	

GENERAL PLAN UPDATE VISION & GOALS *Theme B – Healthy and Sustainable Economy*

Goals	Dots	Additional Comments
B.1 Develop a large and diversified economic base, while maintaining or increasing the existing sources of employment.	25	
B.2 Become the South County hub for leisure, recreational, shopping, entertainment, and governmental activities.	7	1. 4 th Ave. off SR-54 should be included. It is the historic “gateway” to Chula Vista. 3 rd Ave. extension as well.
B.3 Promote educational excellence and training to ensure a qualified workforce.	7	
B.4 Plan and develop the Third Ave. corridor between E and H Street to strengthen its position as the City's business, cultural and entertainment hub.	43	<ol style="list-style-type: none"> 1. No department stores on 3rd Avenue between E and G. Go more for bookstores, cafes, galleries, etc. 2. Get rid of parking meters in the Third Avenue district! We need to do things that encourage people to go there, shop there, eat there and stay there for awhile. Meters are discouraging to visitors and businesses. 3. The city should be careful not to force development that cannot be commercially sustained or will not succeed, e.g. the theatres on Third Avenue which closed.
B.5 Create a strong land use and transportation linkage between the downtown, bayfront, southwestern and eastern areas of the City.	11	
B.6 Provide a diverse economic base with a variety of job opportunities to improve Chula Vista's jobs / housing balance.	20	
B.7 Support small and mid-sized businesses that are economically and environmentally sustainable, and neighborhood-based.	57	
B.8 Increase investment in western Chula Vista, particularly through uses which will serve the entire City.	20	
B.9 Become a center for applied technology innovation by attracting and supporting technology-based product R&D, manufacturing and services.	22	<ol style="list-style-type: none"> 1. Bring In High Tech Firms! This brings in good professional jobs, educated, well-paid professionals and increases property values. Look at Silicon Valley! 2. Tech business - Keep Out of Mid-Bayfront! 3. Yes – But no high-tech at the Bayfront.
B.10 Facilitate entrepreneurship by supporting the start-up and growth of small manufacturing businesses in targeted industries.	8	
B.11 Promote cross-border and international trade.	4	1. NAFTA & FTAA are detrimental to U.S. business!
B.12 Generate fiscal resources sufficient to provide and maintain exemplary public facilities and services.	5	1. Without strong business bases west side improvements will not take place.
Total	229	

GENERAL PLAN UPDATE VISION & GOALS *Theme C – Strong and Safe Neighborhoods*

Goals	Dots	Additional Comments
C.1 Revitalize deteriorating neighborhoods and maintain and enhance the quality of stable neighborhoods.	45	
C.2 Strengthen neighborhoods through safe play/activity centers for children.	7	1. And teens, and adults and seniors (All in one)
C.3 Protect citizens through comprehensive and proactive planning for safety and security related to natural and man-made disasters.	3	1. Mandatory prison terms for street racing.
C.4 Conserve existing safe and sound affordable housing opportunities.	7	
C.5 Promote housing types that encourage a variety of incomes throughout the City.	9	1. Stop building so many space-wasting single family houses on small lots and build row-style townhouses instead. These can provide homes with more square footage than many of the currently built single family homes. They can be attractively built, providing views and small yards for each house. They are far preferable to the “triplex” style that represents most of the “attached” housing being built. These are the type of homes that low or moderate income families with children would like and could afford.
C.6 Ensure that an adequate and diverse housing supply is available throughout the City to meet the City's existing and future needs.	11	
C.7 Provide homeownership opportunities for low- and moderate-income households.	11	1. Much more affordable housing is needed. 2. Low & moderate housing should be throughout the entire city. 3. Make sure all types of housing are distributed throughout entire Chula Vista (east, west, north, south) to avoid class-based areas I see now.
C.8 Reduce and/or remove, to the greatest extent possible artificial constraints to the development, maintenance and improvement of housing.	2	1. Nobody knows what this means?
C.9 Upgrade and improve housing stock in areas of western Chula Vista.	9	1. What does housing stock mean?
Total	104	

GENERAL PLAN UPDATE VISION & GOALS *Theme D – Improved Mobility*

Goals	Dots	Additional Comments
D.1 Coordinate with appropriate regional and local agencies to create an effective regional transportation network (freeways, roads, transit)	15	
D.2 Improve transportation connections between eastern and western Chula Vista, particularly transit connections between major activity centers	9	
D.3 Continue efforts to develop and maintain a safe and efficient transportation system with adequate roadway capacity to serve future residents while preserving the unique character and integrity of recognized communities within the City.	10	
D.4 Increase the use of non-polluting and renewable options for mobility through a system of bicycle & pedestrian paths and trails.	25	
D.5 Coordinate with the regional transit agency to develop a state of the art transit system that provides excellent service to residents, workers and students and the disabled both within the City and to regional destinations.	11	
D.6 Encourage a network of secure parking facilities to support use of public transit.	7	1. Include secure parking for bicycles. These would be serious transportation options, not just toys, if it were possible to park them securely at trolley, bus and train stations.
D.7 Make transit-friendly roads and arteries a top consideration in land use and development design.	5	
D.8 Provide a linked system of bicycle and pedestrian paths and trails throughout the City.	16	
D.9 Provide for safe, pleasant and efficient pedestrian movement.	13	1. Even in the neighborhoods by doing away with dips in the sidewalks where driveways and sidewalks are next to the streets. (hazard for impaired pedestrians)
D.10 Integrate land use and transportation planning and related facilities.	5	
D.11 Provide convenient, affordable and efficient alternatives to the automobile to reduce the impact of growth on the road system.	36	
Total	152	

GENERAL PLAN UPDATE VISION & GOALS *Theme E – Healthy and Sustainable Environment*

Goals	Dots	Additional Comments
E.1 Balance the City's future demands for water in relation to planned water supply, and minimize the impacts of growth and development on water resources and water quality.	40	1. Expand Sweetwater Authority into eastern Chula Vista. Better Management.
E.2 Support and encourage sustainability concepts such as solid waste reduction, energy and water conservation, transportation management, and careful integration of land use and transportation in both public and private development and redevelopment.	34	
E.3 Preserve and enhance the City's natural resources, including the bayfront, by incorporation into an expanded open space system, recognizing that open space, habitats and corridors are critical to the integrity of the system and the sustainability of these natural resources.	114	<ol style="list-style-type: none"> 1. Our Bayfront is a precious resource – planning must be coordinated to preserve the beauty and public access. 2. Preserve the Bayfront for us and our children. We do not want hotels etc. there. Thanks 3. Ecological Park at Mid Bayfront!! 4. Let's make the mid-bayfront our landmark park. 5. Give Mid Bayfront to Chula Vista Nature Center – No more building. Ecosystem threatened. 6. Buy privately held mid bayfront land and replan entire area as a regional park – with visitor serving commercial facilities and services. 7. Landmark ecological oriented park at mid bayfront. 8. Please, please make the Bayfront our landmark park. Do not develop it. It is filled with beauty and oxygen. 9. No residential development at the bayfront ("affordable" housing can and should be built elsewhere in the city) Agree that the bayfront should be the "landmark park." Focus on uses compatible with preservation/enhancement of natural resources. 10. Park financing? Who pays for it? No new taxes or fees. 11. Mid Bay Front Yes. Major park for all of us. No: housing of any kind. 12. There should be no residential development in the Bayfront. (plus two dots)
Total	188	

GENERAL PLAN UPDATE VISION & GOALS *Theme F – High Quality Community Services*

Goals	Dots	Additional Comments
F.1 Upgrade necessary infrastructure (curbs, gutters, sidewalks and drainage) in southwestern Chula Vista.	15	
F.2 Encourage water conservation, reclamation, attainment of adequate supply, and evaluate new technologies.	13	1. Investigate feasibility of providing reclaimed water services to established residential areas. The point is conservation of clean water resources.
F.3 Encourage an integrated, neighborhood-based approach to the delivery of health and human services	2	
F.4 Evaluate, address and provide resources for homelessness.	8	
F.5 Distribute parks and recreation facilities citywide in a manner that ensures convenient access for all city residents, and provides for sufficient land to meet adopted standards.	15	1. A trail system along the Sweetwater River/Otay River would be a big draw to northern residents.
F.6 Acquire and develop additional park space, and upgrade existing facilities and sites in established neighborhoods in western Chula Vista.	14	1. We need more parks and open space. Mid bayfront is ideal location. 2. Maintain MSCP integrity throughout – make it possible.
F.7 Ensure that new park facilities in new communities and redeveloping areas are built in a timely manner to meet established park standards.	7	
F.8 Participate in the regional decision-making process regarding the expansion of the existing Metro sewage system and to control the growth in demand for wastewater treatment within the general plan area.	4	
F.9 Provide for the expansion of the library system in accordance with City standards.	3	
F.10 Encourage safe, affordable, consistently good quality childcare that is available and assessable to all economic segments of the community.	4	
F.11 Coordinate land use planning with the local school districts to ensure adequate facilities and avoid overcrowding.	34	1. Include older neighborhoods where increased density of multiple family housing is planned. West corridor schools are bursting and children have fewer space. More schools are needed here, too. 2. Start putting in smaller schools, located within neighborhoods already existing to alleviate current overcrowding. 3. Put in smaller high and middle schools to focus on special interests of vocational types of students.
F.12 Provide the physical infrastructure (roads, utilities, etc.) needed to support economic prosperity.	20	1. Widen Olympic/805 exit ASAP.
Total	139	

GENERAL PLAN UPDATE VISION & GOALS *Theme G – Effective Growth Management & Implementation*

Goals	Dots	Additional Comments
G.1 Provide and maintain adequate public improvements, facilities, and services to support residential growth and redevelopment in an effective manner consistent with adopted city standards.	11	1. Be sure you can adequately control the rate of growth. GMOC thresholds are not enough. City Council must have authority to slow and stop issuance of building permits. 2. City standards must reflect citizen input in a major way.
G.2 Direct and coordinate both new growth and redevelopment policies in ways that maintain and consistently strive to improve the quality of life for current and future residents of Chula Vista.	13	
G.3 Identify and consider all community interests, including property owners, when reviewing land use decisions	20	
G.4 Provide for city staffing and organization in a manner which is supportive and responsive to the needs of both existing and prospective businesses.	16	
G.5 Implement and regulate development in ways which will protect the significant natural environment and create high quality urban environments for living and working.	37	1. Do not destroy rest of our hills/etc. Concentrate planned homes in small area with more open space.
G.6 Conduct workshops and public hearings to both involve and solicit input from concerned citizens and owners of businesses and properties concerning future development and redevelopment of the city, for both private and publicly-initiated projects.	28	
G.7 Implement a comprehensive facility phasing and capital improvement program based on anticipated land development impacts.	3	
G.8 Facilitate and support volunteer and non-profit organizations in the performance of their missions of service to our community.	10	
G.9 Ensure Chula Vista's responsiveness to customers' needs.	0	1. Customers?
Total	138	
GRAND TOTAL	1,237	